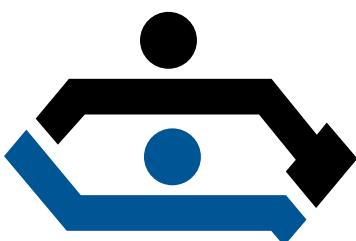
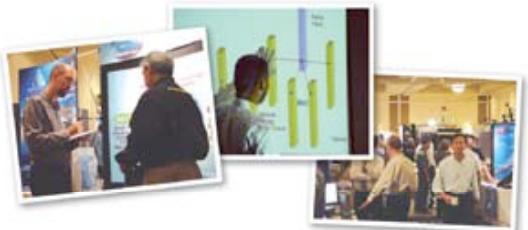


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Products Showcase

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**Detroit**  
August 22, 2006

**Toronto**  
August 24, 2006



**Real-Time & Embedded  
computing conference**

# Location

## bringing an essential resource to you



**Detroit, MI**  
August 22, 2006



**Toronto, ON**  
August 24, 2006

### **Detroit Marriott Troy**

200 W. Big Beaver Road  
Troy, MI 48084 USA  
248-680-9774  
[www.rtecc.com/detroit](http://www.rtecc.com/detroit)

### **Holiday Inn Select Toronto Airport**

970 Dixon Road  
Toronto, ON M9W 1J9 Canada  
416-675-7611  
[www.rtecc.com/toronto](http://www.rtecc.com/toronto)

**8:30–3:00 pm / Exhibit Hours**

**9:00–2:15 pm / Conference Hours**

Register now at [www.rtecc.com](http://www.rtecc.com) or call 800-755-7380

*To view future dates and locations online, go to [www.rtecc.com](http://www.rtecc.com)*

# The Event

## Real-Time & Embedded Computing Conference

**Your Essential Resource.** This single-day event is specially designed for people developing computer systems and time-critical applications serving multiple industries, such as: military and aerospace, industrial control, data communication and telephony, instrumentation, consumer electronics, image processing, process control, medical instrumentation, vehicular control and maintenance, embedded appliances and more.



**Technology Knows No Borders.** Around the globe thousands of your peers attend the Real-Time & Embedded Computing Conference every year. Join us and be a part of an event that offers what you need to get ahead.

**This invitation is your  
FULL COMPLIMENTARY PASS**

**Exhibition. Your Resource Opportunity  
8:30–3:00 pm**

**Open-door Technical Sessions  
9:00–2:15 pm**

**Single Day Event**

**Walk-ins Welcome**

**Pre-register by August 17th and  
we'll have a badge waiting for you.**

**Register Online at [www.rtecc.com](http://www.rtecc.com)  
or call The RTC Group at 800-755-7380**



Real-Time & Embedded  
computing conference

# Open-door Technical Sessions

Technical Session Hours: 9:00 am–2:15 pm

## Detroit, MI Tuesday, August 22

9:00 – 9:45 am

### Controller Area Network - Embedded Networking with CAN and CANOPEN presented by esd electronics

Controller Area Network (CAN) is a serial network that has become a popular choice for industrial automation and other applications. It is a two-wire, low-cost and high-speed bus with powerful error control and recovery features well suited for real-time control applications using short messages. Visit this session to learn much more about this technology.

### Utilizing PCI Express Technology presented by One Stop Systems

New PCI Express technology offers tremendous performance and architectural benefits for industrial, instrumentation, communication and military applications. We will describe the key features and give an overview of the many form-factors the new technology is being used in. Particular focus will be paid to the new capabilities of PCIe over a cable, network architectures including Advanced Switching (ASI), and system configurations utilizing CompactPCI Express board-level products.

### Optimize Your Linux & VxWorks 6.0 Development presented by Wind River

We will cover the technical advantages of using our Eclipse-based Workbench development suite to optimize both Linux and VxWorks 6.0 device software development. We'll highlight the advantages and the how-to of using a common development environment for multiple target applications using multiple operating systems, architectures, processor families, languages and connection types.

10:15 – 11:00 am

### Building Data-Optimized Embedded Applications in 1/4 of the Time presented by Encirq

Device software development is in a state of transition - intelligent devices are no longer disconnected gadgets. The combination of connectivity, increasing processing power, integrated sensor technology and the growing amounts of data that must be processed has transformed them into high performance distributed information and data systems. Yet, they are expected to work with absolute quality and reliability. Discover how to enable a new era of data-driven capabilities and services.

### Recent Developments In Static Analysis Techniques presented by PolySpace Technologies

We will present recent developments in static analysis techniques, and how these new techniques are being used in conjunction with functional testing to substantially reduce debugging, code inspection and robustness testing efforts. We will highlight key features static analyzers should have in order to deliver tangible value during the software development process, and more.

### The Transition to Multi-Core: Is your Software Ready? presented by QNX Software Systems

We will explore the benefits of multi-core processors, such as increasing performance, reducing MIPS per watt and reducing system footprint. Dual-core processors are already available and future generations will move beyond two processing cores. While multi-core processors are rapidly becoming a reality, is your software ready to handle the transition? Learn how the innovative features of our Momentics Multi-Core Edition help preserve your existing software base while migrating to multi-core processing environments.

11:30 – 12:15 pm

### Standard Sockets as an API for Low Latency Real Time Communication presented by Dolphin Interconnect Solutions

The high performance Sockets layer is used in "all" communication software and is supported by all interconnect hardware. So why is Sockets not used more? Find out with our interconnect technology and their SuperSockets library; problems are eliminated and a new high performance intercommunication option is made available to the embedded community.

### Cell Broadband Engine Architecture in Embedded Computing Applications presented by Mercury Computer Systems

The IBM Cell Broadband Engine™ processor is a heterogeneous multi-processor consisting of a 64-bit Power® core, augmented with eight specialized co-processors based on a single-instruction multiple-data architecture. Developed for the gaming industry, the 192 GFLOPS, multi-core Cell BE offers more than 10x the compute power of any other processor. We will provide an overview of the Cell BE architecture with examples of how it will alter the landscape in numerically intensive applications.

### Building Graphical User Interfaces presented by Tilcon Software

Learn how to save time developing your next Graphical User Interface. Find out how you can create stunning graphic user interfaces that can be moved across operating systems like VxWorks, QNX, WinCE, XP and Linux without code change. And learn how to prototype a multi-screen user interface without the need to write any C code.

### Be our Guest for Lunch

### 12:45 pm – Keynote The PCI Express Opportunity presented by Jim Ison with One Stop Systems

The transition from PCI to PCI Express is now in full swing. This technology transition is industry-wide and will affect nearly every piece of computing hardware made. Thus, managing this transition is critical to the success of many businesses. In his keynote talk, Mr. Ison will discuss how the industry is bringing PCI Express into the traditional bus-board marketplace, and outline the challenges and opportunities that this new technology offers.

1:30 – 2:15 pm

### The Role of an OS & Network Stack in Designed High Reliability Networked Devices presented by Green Hills Software

Join us for a technical discussion on the role of an operating system and network stack in designed high reliability networked devices. We'll discuss networking requirements as well as implementation details to provide performance, uptime, and response time guarantees for embedded systems.

### Linux for Embedded Systems presented by LynuxWorks

We will demonstrate how you can develop with Linux in all your embedded designs, from general purpose, to hard real-time, to safety critical and secure systems. Learn how to develop multiple applications using the same API and with the same tools regardless of the operating systems requirements for the end product.

### Comprehensive Development Flow Using ECLIPSE-based Tools presented by Mentor Graphics

Eclipse-based tools create a comprehensive development flow from design to deployment. The developer is able to focus on the application and not on the tools. EDGE, the new Eclipse-based development tool, extends with embedded functionality and supports any Eclipse plug-in. We will demonstrate the design-to-deployment flow in an Eclipse-based tool that supports plug-ins for design (xtUML) and simulation (EDGE SimTest).

Visit [www.rtecc.com/detroit](http://www.rtecc.com/detroit) for updates and added technical sessions

# Open-door Technical Sessions

**Toronto, ON**  
**Thursday, August 24**

**9:00 – 9:45 am**

**Managing Development Environments**  
presented by **DDC-I**

The choices faced today are overwhelming - languages, IDEs, operating systems, mixing legacy code and new development, to name a few. Now vendors are making choices that enable managers to choose a road on which choices may be deferred or mixed. POSIX makes it possible to plug code into a number of RTOS's, and the Eclipse IDE integrates many tools into a common IDE. Find out how the SCORE Eclipse Plugin gives mixed language capability to real-time embedded systems with or without a full RTOS.

**The Role of an OS & Network Stack in Designed High Reliability Networked Devices**

presented by **Green Hills Software**

Join us for a technical discussion on the role of an operating system and network stack in designed high reliability networked devices. We'll discuss networking requirements as well as implementation details to provide performance, uptime, and response time guarantees for embedded systems.

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**10:15 – 11:00 am**

**Avoiding the Most Common Software Development Goofs**  
presented by **Coverity**

As embedded software becomes larger and more complex, developers are increasingly challenged to deliver better-quality code. Having worked with thousands of developers and scanned hundreds of millions of lines of code, we will present the most common embedded software coding errors. We will also show developers how to avoid these mistakes with good coding practices.

**Cell Broadband Engine Architecture in Embedded Computing Applications**

presented by **Mercury Computer Systems**.

The IBM Cell Broadband Engine™ processor is a heterogeneous multi-processor consisting of a 64-bit Power® core, augmented with eight specialized co-processors based on a single-instruction multiple-data architecture. Developed for the gaming industry, the 192 GFLOPS, multi-core Cell BE offers more than 10x the compute power of any other processor. We will provide an overview of the Cell BE architecture with examples of how it will alter the landscape in numerically intensive applications.

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**11:30 – 12:15 pm**

**Standard Sockets as an API for Low Latency Real Time Communication**  
presented by **Dolphin Interconnect Solutions**

The high performance Sockets layer is used in "all" communication software and supported by all interconnect hardware. So why is Sockets not used more? The problem is that the CPU overhead and pure latency prevents the use of Sockets for performance demanding applications. Using proprietary or niche oriented standard protocols and API adds to development costs and project risk. Learn how, with our interconnect technology and their SuperSockets library these problems are eliminated.

**Accelerating Application Development**  
presented by **Enea**

Learn how you can stop writing your own middleware! Element is an application development framework (ADF) and high-availability (HA) middleware for distributed telecom, datacom, automotive, industrial control and medical instrumentation applications. Find out how it provides communications services that make it easy to develop complex distributed applications spanning multiple processors and operating systems.

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Visit [www.rtecc.com/toronto](http://www.rtecc.com/toronto) for updates and added technical sessions

# Exhibitors

as of July 12, 2006



## AAEON Electronics

[www.aaeon.com](http://www.aaeon.com)

AAEON designs and manufactures single board computers, in form factors from PC/104 to full-size CPU cards; plus ETX SOM modules. We feature domestic hardware application and OS support.



## Advanced Digital Logic

[www.adlogic-pc104.com](http://www.adlogic-pc104.com)

Embedded and Stand-Alone PC/104 Microcomputer Modules for OEMs and Application Developers.



## Advantech Embedded Computing

[www.advantech.com/epc](http://www.advantech.com/epc)

We specialize in multi-form factor, semi-custom, and custom embedded product development, along with integrated software services, to drive the most dynamic applications across various industries.



## American Predator

[www.americapredator.com](http://www.americapredator.com)

A complete source of long-life controllers for embedded applications.



## AMIRIX Systems

[www.amirix.com](http://www.amirix.com)

Custom electronic design services for the embedded industry to help companies develop new products and enhance existing ones.



## Ampro Computers

[www.ampro.com](http://www.ampro.com)

A leading supplier of long lifecycle & standards-based embedded computers, presents our updated PC/104, PC/104-Plus, EPIC, EBX and ETX products.



## Analogue Micro

[www.analogue-micro.com](http://www.analogue-micro.com)

Supplies electronic design services for 32-bit embedded systems.



## Aonix

[www.aonix.com](http://www.aonix.com)

A leading supplier of high productivity Java & Ada tools and services for predictable real-time & embedded development.



## AXIOMTEK

[www.axiomtek.com](http://www.axiomtek.com)

Offering diversified and market niche solutions to a wide array of industrial and embedded applications.



## birdstep Technology

[www.birdstep.com](http://www.birdstep.com)

A provider of enabling software technologies for the embedded and wireless marketplace.



## Blackhawk

[www.blackhawk-dsp.com](http://www.blackhawk-dsp.com)

The first to introduce a USB JTAG Emulator for TI's DSP's.



## Condor Engineering

[www.condoreng.com](http://www.condoreng.com)

Manufacturer of a wide range of interface boards for MIL-STD-1553, ARINC 429, AFDX and other avionic databus protocols.



## Connect Tech

[www.connecttech.com](http://www.connecttech.com)

We add new options for your embedded communications: the Xtreme/104-Plus with 4 or 8 PC/104-Plus serial ports; Xtreme/104-Isolated offering 12 electrically isolated ports and more.



## Coverity

[www.coverity.com](http://www.coverity.com)

Automates the detection of software defects and security vulnerabilities for complex software at compile time.



## Delkin Devices

[www.delkin.com](http://www.delkin.com)

A premier designer and manufacturer of memory solutions for embedded applications.



## Delphi Engineering

[www.delphieng.com](http://www.delphieng.com)

Offering electronic, software and custom development services to companies looking for cost-effective, rapid development design solutions.



## Dolphin Interconnect Solutions

[www.dolphinics.com](http://www.dolphinics.com)

Develops, manufactures and markets high-speed, high-bandwidth interconnect products based on the Scalable Coherent Interface.



## ELMA Electronic

[www.elma.com](http://www.elma.com)

We are a global mfg. of products for housing electronic systems, providing everything from components such as modular enclosures, cabinets & back-planes, and much more.



## Enea Embedded Technology

[www.enea.com](http://www.enea.com)

A leading provider of real-time operating systems, development tools and services for fault-tolerant, high-availability and safety-critical applications.



## esd electronics

[www.esd-electronics.us](http://www.esd-electronics.us)

A leading supplier of CAN modules, and interfaces to other systems such as PLC, VME, PC and CompactPCI.



## Evalue Technology

[www.evaluate-tech.com](http://www.evaluate-tech.com)

Designs and manufactures a complete line of single board computers to meet your embedded computing requirements.



## GE Fanuc Embedded Systems

[www.gefanuc.com/embedded](http://www.gefanuc.com/embedded)

Focused on providing solutions for today and intent on driving the technology of the future, a company of experts ready to meet and exceed your requirements.



## General Software

[www.gensw.com](http://www.gensw.com)

A leading supplier of embedded firmware, enabling specialized devices in telecommunications, data communications, and consumer electronics market segments.

# Exhibitors

  
**Green Hills Software**  
[www.ghs.com](http://www.ghs.com)  
A market-leading provider of high performance compilers, software development tools and real-time operating systems (RTOS) for developers of embedded systems.

  
**Hagiwara Sys-Com**  
[www.hsc-us.com](http://www.hsc-us.com)  
Focused on design and development of computer related products and memory applications; flash memory cards, PCMCIA adapters, and LAN and Bluetooth solutions.

  
**iBT Technologies Inc.**  
**iBT Technologies**  
[www.ibt.ca](http://www.ibt.ca)  
We offer complete design, engineering and manufacturing services to computer makers, kiosk vendors, airline industry, medical equipment manufacturers, industrial control, and automobile industry.

  
**ICP Electronics**  
[www.computex.com.tz](http://www.computex.com.tz)  
Expert in Industrial Computer Manufacturer and System integrator.

  
**Integrys, Ltd**  
[www.integrys.com](http://www.integrys.com)  
A leading supplier of specialized products and support services for OEMs and System Integrators in Canada.

  
**James R. Johnson & Assoc.**  
[www.jamesr.com](http://www.jamesr.com)  
A Manufacturer's Representative firm that provides a complete range of computer solutions and services, from board level products to computer systems for various system requirements.

  
**KEIL™**  
An ARM® Company  
**Keil Software**  
[www.keil.com](http://www.keil.com)  
Keil Software, founded in 1986, is the recognized industry leader in development tool suites for ARM, x16x/ST10, and 8051 microcontroller families.

  
**kontron**  
**Kontron**  
[www.kontron.com](http://www.kontron.com)  
Our products include PCI, CompactPCI, AdvancedTCA, and COM Express solutions, open platform communications servers, industrial-grade rackmount solutions, and more.

  
**LDRA Technology**  
[www.ldra.com](http://www.ldra.com)  
The world's leading provider of automated software code analysis and testing tools.

  
**LynuxWorks**  
[www.lynuxworks.com](http://www.lynuxworks.com)  
Our products include the open-source BlueCat Linux and the scalable, Linux-compatible LynxOS real-time operating system.

  
**Men Micro**  
[www.men.de](http://www.men.de)  
Expertise in the demands of industrial systems with a wide product range of PCI104, VMEbus and CompactPCI boards and systems.

  
**Mentor Graphics**  
**Mentor Graphics**  
[www.mentor.com](http://www.mentor.com)  
A leading provider of real-time & embedded systems development software, spearheading Mentor Graphic's expanded Embedded Systems Division.

  
**Mercury Computer Systems**  
[www.mc.com](http://www.mc.com)  
We are a leading supplier of high-performance digital signal and image processing systems with principal areas of business to defense electronics, medical imaging, and commercial OEM solutions.

  
**Meta Technical Sales**  
[www.metatechsales.com](http://www.metatechsales.com)  
A leading system Manufacturers' Reps focused on industry standards applied to industrial & embedded applications.

  
**MicroGraphics**  
[www.microg.com](http://www.microg.com)  
Manufacturers' reps specializing in the VME world focused to the more unique, esoteric products and niche markets with a customer base ranging from the Physics world to the Defense industry.

**MID-EASTERN INDUSTRIES**  
**Mid-Eastern Industries**  
[www.mideastind.com](http://www.mideastind.com)  
One of the world's leaders in Linear Power Supply design.

  
**Motorola**  
[www.motorola.com](http://www.motorola.com)  
Enables leading equipment manufacturers in telecomm, defense / aerospace & industrial automation to develop the communications computing infrastructure.

  
**ARC International**  
[www.mqxembedded.com](http://www.mqxembedded.com)  
MQX Embedded is the embedded software division of ARC International, focused on the software needs of embedded system developers.

  
**M-Systems**  
[www.m-sys.com](http://www.m-sys.com)  
Develops, manufactures and markets flash memory solutions to a variety of markets.

  
**Multi-Tech Systems**  
[www.multitech.com](http://www.multitech.com)  
We are a global manufacturer of award-winning Voice over IP, Internet access, remote access and modem products that allow people to communicate more efficiently and effectively.

  
**My Cable**  
[www.mycable.de](http://www.mycable.de)  
Consultancy & R&D engineering, development and production services and product development.

  
**NORTEQ INDUSTRIONIX Inc.**  
**Norteq Industriionix**  
[www.norteq.com](http://www.norteq.com)  
Norteq Industriionix, your full line supplier of industrial embedded computers.

  
**OceanServer Technology**  
[www.ocean-server.com](http://www.ocean-server.com)  
Develops power sub-systems for use in OEM applications requiring portable power and power-efficient packaging.

  
**One Stop Systems**  
[www.onestopsystems.com](http://www.onestopsystems.com)  
Designs and manufactures custom and semi-custom computing systems and components in CompactPCI, PCI/ISA and PCI Express architectures.

  
**Pentek**  
[www.pentek.com](http://www.pentek.com)  
The most comprehensive source for COTS digital signal processing, software radio, FPGA, and data acquisition commercial & conduction-cooled system design products.

# Exhibitors

  
**Phillips Components**  
[www.phillipscomponents.net](http://www.phillipscomponents.net)  
Since 1976, Phillips Components has been a leader in the fabrication of VME, PMC and CPCI panels as well as a large line of ejectors, extractors, pullers and card guides.

  
**PHYTEC America**  
[www.phytec.com](http://www.phytec.com)  
Develops and manufactures OEMable Single Board Computers and related hardware/software in support of 8051, C500, C166/ST10, embedded x86, PowerPC, ARM, XScale, and much more.

  
**Planar Systems**  
[www.planar.com](http://www.planar.com)  
AMLCD, LCD, plasma, EL: with two decades of experience in a broad range of display technologies.

  
**PNI Corp**  
[www.pnicorp.com](http://www.pnicorp.com)  
A leader in the design, development, and application of sensor technology.

  
**PolySpace Technologies**  
[www.polyspace.com](http://www.polyspace.com)  
Empowers companies building embedded software applications with a unique solution for the automatic detection of run-time errors at compile time; streamlines conventional white-box testing.

  
**QNX Software Systems**  
[www.qnx.com](http://www.qnx.com)  
Superior realtime operating system (RTOS) software, development tools, and services for embedded design - for more than 23 years.

  
**Radstone Embedded Computing**  
[www.radstone.com](http://www.radstone.com)  
Radstone Embedded Computing is a leading independent supplier of rugged, high-performance COTS embedded computer products, subsystems and more.

  
**sbe SBE**  
[www.sbei.com](http://www.sbei.com)  
Architects and provides a robust portfolio of standards-based network interface cards designed to offer the scalability and modularity to develop solutions for a multitude of business critical applications.

  
**SBS Technologies**  
[www.sbs.com](http://www.sbs.com)  
Delivers a rich mix of standard and custom embedded computing solutions backed by our engineering expertise and dedicated OEM support.

  
**Technology Dynamics**  
[www.technologydynamicsinc.com](http://www.technologydynamicsinc.com)  
Designs and manufactures standard and custom power supplies for both commercial and military applications with an extensive line of products.

  
**Tilcon Software, Ltd.**  
[www.tilcon.com](http://www.tilcon.com)  
Our Development Suite allows fast, flicker-free interfaces, instrument clusters or complex visualization systems.

  
**Tracan Electronics**  
[www.tracan.com](http://www.tracan.com)  
Specialty provider of fully integrated, application-specific, customized embedded systems & computing platforms.

  
**TRI-M SYSTEMS + ENGINEERING**  
[www.tri-m.com](http://www.tri-m.com)  
Hardware and turnkey solutions for embedded systems, specializing in PC/104 products.

  
**Ultimate Solutions**  
[www.ultsol.com](http://www.ultsol.com)  
USI offers a wide range of low-cost PowerQuic™ development platforms and modules, available with Linux and eCos operating systems from Analogue & Micro.

  
**Vector Software**  
[www.vectors.com](http://www.vectors.com)  
A leading independent provider of automated test tools for software developers.

  
**VersaLogic**  
[www.versalogic.com](http://www.versalogic.com)  
A leading provider of rugged single board computers to OEMs for embedded and industrial control applications.

  
**Viosoft**  
[www.viosoft.com](http://www.viosoft.com)  
Solutions to create, debug, & deploy large scale embedded s/w on leading RISC microprocessors.

  
**Virtutech, Inc.**  
[www.virtutech.com](http://www.virtutech.com)  
Virtutech is the leading supplier of solutions for simulation based embedded software development, providing the world's highest performance along with reversible execution and debugging.

  
**WDL Systems**  
[www.wdlsystems.com](http://www.wdlsystems.com)  
Distributing a full line of single board computers, Flash solutions, PC Card disk drives, PC Card readers, PC/104 add-on cards, and more.

  
**Wind River**  
[www.windriver.com](http://www.windriver.com)  
A global leader in device software optimization (DSO) and enable companies to develop and run software faster, better, at a lower cost and more reliably.

## Enter to Win!

Guests ~ Enter at the event to win  
iPod Video Drawing



# Exhibitor Product Spotlight

## VersaLogic Introduces New Pentium M PC/104-Plus Single Board Computer



has announced a new embedded computer in its line of PC/104-Plus products. The new "Cheetah" board features a powerful 1.6 GHz Pentium M processor and is targeted at applications requiring substantial processing power and extensive features in a compact design, such as medical, avionics, navigation/tracking, system monitoring, and security/homeland defense markets. It is especially suited for embedded control applications requiring a very small footprint, which the 3.6" x 3.8" board provides. Standard on-board features include 2 COM ports, 2 USB 2.0 ports, Ethernet, IDE, LPT, audio, and PS/2 keyboard/mouse support. The board also features integrated high-performance video output with support for both analog monitors and LVDS flat-panels. The Extreme Graphics 2 video processor includes high speed 3-D rendering, full-motion video, and MPEG-2 decoding.

The Cheetah includes a customizable, OEM-enhanced BIOS that is field-upgradeable and designed to work with embedded operating systems, including Windows CE/XP/XPe, Linux, VxWorks, QNX, DOS, and other real-time OSs.

Visit VersaLogic at the *Real-Time & Embedded Computing Conferences* in Detroit and Toronto to learn much more from their own technical experts!

## PolySpace Releases Version 3.3 for C++, Announces Plug-In for Simultaneous Use with PolySpace for C



a leader in the automatic detection of run-time errors before compilation, has announced the release of PolySpace Version 3.3 for C++ plus the release of a new plug-in enabling PolySpace for C and PolySpace for C++ to be used in conjunction on a same code. Version 3.3 introduces a number of improvements which will enable organizations to further cut testing costs, shorten time-to-market and improve software reliability. It includes improvements in the way the tool analyzes complex C++ constructs and a support for FLEXlm licensing under Linux RedHat 7.

PolySpace for C++ features an easier installation and usage in networked environment, as PolySpace Remote Launcher is now integrated to PolySpace Desktop and PolySpace Verifier. Analyses can be launched on a Verifier server and tracked in real time on any Desktop workstation thanks to an intuitive graphical user interface.

Visit the technical experts from Polyspace at the *Real-Time & Embedded Computing Conference* in Detroit on August 22nd and discover more details.

## Advantech's New SOM-5780 SOM-Express CPU Module Speeds Time to Market



introduces its newest product line—SOM-Express. SOM-5780 is an embedded COM Express Type 2 CPU module that fully complies with the PICMG COM Express standard. The new CPU module has an onboard Intel® Pentium® M processor and Intel® 915GM/ICH6-M chipset which supports faster PCI Express and SATA interfaces. The SOM Express modular design concept, on customers' own application-specific baseboard delivers the highest performance available, safeguards investment with lower Total Cost of Ownership (TCO) and meets current and future demand from customers.

Following the continued broad adoption of PCI Express in the consumer desktop market, the modular, high bandwidth, low pin count connector is a natural fit for embedded applications requiring higher bandwidth like communications and applications in retail, medical and military markets. In a basic form factor of 95mm x 125mm, the SOM-5780 provides a scalable high performance and easy to integrate solution for customers' applications by utilizing a plug-in CPU module on an application-specific customer solution board.

Stop by the Advantech exhibit in the Toronto (August 24th) *Real-Time & Embedded Computing Conference* to find out more about the new SOM-Express!